



Date: June 24, 2005
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending June 24, 2005

This *City Report* highlights various activities for the week ending June 24, 2005. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

Police, Fire

Have a safe Fourth of July holiday!

All fireworks are dangerous. All fireworks are illegal in Long Beach. Public Safety officials would like to remind residents and visitors that possession of all fireworks, including safe and sane, are against the law in Long Beach. Possession of fireworks could result in six months in jail, a \$1,000 fine or both. Please enjoy a professional fireworks display created by certified pyrotechnics held throughout Los Angeles and Orange Counties. In Long Beach, you can see professional fireworks at the Armada Baseball Game, Blair Field, on July 3 or at Veterans Stadium on July 4. Check local newspapers for other locations and times.

Parks, Recreation and Marine, Planning and Development Bureau

At a June 20 board meeting, the Lower Los Angeles and San Gabriel Rivers and Mountains Conservancy authorized a grant of \$622,660 for construction of the San Gabriel River Walk. The project will include a walking/biking trail along the west side of the San Gabriel River from Spring Street to Atherton.

Parks, Recreation and Marine, Community Recreation Programs Bureau

On June 18, the Ninth Annual Juneteenth Celebration was held at Martin Luther King, Jr. Park. The Grammy Award winning gospel singer, Shirley Caesar, entertained more than 5,000 people in attendance. Other entertainers included the Long Beach Southernairs, Alfreda James, Hands in Motion, Marquees Williams, David Brown, The Harris Singers, Tara Parham, Greater Los Angeles Cathedral Choir, 2nd James, and Long Beach Community Worship Center and Praise. Aundrae Russell from KJLH "Spread the Word" radio program emceed the event. Children were treated to a free children's play area as well as a trackless train, carnival, and basketball games.

MAJOR WEEKLY HIGHLIGHTS (continued)

Parks, Recreation and Marine, Community Enrichment Programs Bureau

On June 22, the El Dorado Nature Center hosted its first Summer Concert in celebration of Juneteenth. The night was filled with dancing and music as the African troupe of dancers and drummers known as Afiya shared their gifts with the crowd.

Parks, Recreation and Marine, Community Recreation Programs Bureau

On June 18, the *Second Annual Baseball and Softball Hall of Fame* was held at Blair Field and Joe Rodgers Field, with over 100 patrons in attendance. A total of 14 inductees were incorporated into the 2005 Hall of Fame. The inductees represented the rich tradition of athletes, coaches, and administrators involved in the sport of baseball and softball within the City of Long Beach. This event recognized inductees for the contributions they have made to the sport through their ability, integrity, sportsmanship, and character.

Health and Human Services

On June 22, DHHS' Tobacco Education Program released survey data on illegal sales of tobacco products to youth. The citywide Tobacco Youth Purchase Survey conducted in December 2004 and January 2005 revealed that 96 sales of tobacco products were made to minors out of 266 randomly selected stores in Long Beach, a rate of 36.1 percent, which is significantly higher than the statewide average. The information will be presented to the community and policy makers to develop strategies to prevent illegal tobacco sales in Long Beach.

UPCOMING EVENTS AND PROJECTS

Parks, Recreation and Marine, Community Recreation Programs Bureau

Sports Illustrated selected Long Beach as one of two cities in the country to launch its new national program *Good Sports*, which advocates *putting youth back in youth sports*. The kick-off event will be held on **Saturday, June 25**, from 9:00 a.m. to 3:00 p.m. at Blair Field. Keynote speakers include Tommy Lasorda, Baseball Hall of Fame member, and Ron Allice, USC & U.S. Olympic Track and Field Coach.

Numerous workshops and demonstrations will be held for youth, parents and coaches. More than 15,000 youth in 28 youth sports leagues use city fields. In addition, the Department's youth sports programs have approximately 9,000 kids in about 700 teams.

Health and Human Services, Youth Health Education Program

A Street Fair to raise community awareness about HIV/AIDS will be held on **Saturday, June 25** from 1:00 to 4:00 p.m. on Broadway between Redondo and Newport Avenues. *ErasePhobia* calls attention to the importance of breaking down social barriers and dispelling fear, ignorance, and misconceptions about others, especially those affected by HIV/AIDS and the epidemic. For more information, contact Diane Brown, Youth Education Supervisor at 570.7930.

UPCOMING EVENTS AND PROJECTS (continued)

Parks, Recreation and Marine, Planning and Development Bureau

The public is invited to participate in the grand opening of Rotary Centennial Park to be held at 11:00 am on **June 25**, at Junipero and Pacific Coast Highway. Hot dogs and refreshments will be served and kids can participate in arts and craft activities.

Community Development, Redevelopment Agency

AIDS Walk Long Beach will start at The Pike at 9:30 a.m. on **Sunday, June 25**. The Community Development team with 53 participants has raised \$10,700, which is approximately 10 percent of the amount raised by AIDS Walk Long Beach last year. For details or donations, visit www.aidswalklb.kintera.org and click on Long Beach Community Development.

Health and Human Services, Preventive Health Bureau

The HIV/AIDS Women's Caucus of Long Beach meeting will be held on **June 27**, 6:00 p.m. at 2525 Grand Avenue. Dr. Becky Kuhn, a representative from the CARE Clinic and Program, will provide information on reproductive women's health issues with a presentation *What You Don't See May be Hazardous to Your Health*. For information, call 437.5928.

Health and Human Services, Preventive Health Bureau

A group educational session on hepatitis C, risks and prevention physiology, HIV co-infection, and wellness and treatment will be held on **June 30**, 12:00 p.m. at 507 Pacific Avenue. For information, call 495.4534.

Police

A community awareness forum to discuss scams targeting senior citizens will be held in response to numerous attempts by con artists to victimize seniors in the Los Altos area. The forum will be held at the Stearns Park Community Room, 4520 E. 23rd Street, on **Thursday, June 30**, at 6:30 p.m. and will include steps to be taken to minimize the chances of becoming a victim. Call 570-7215 for information.

Parks, Recreation and Marine

The summer-long Long Beach Sea Festival kicks off the season with sensational sailing events! In July, plan to visit Rainbow Harbor to see the 72 yachts participating in the TransPacific Race from Long Beach to Hawaii; and to watch the Mayor's Cup, an all women's sailing competition. Call 570-8920 or visit www.longbeach.gov.

PUBLIC SAFETY

Health and Human Services, Social Services Bureau

On June 15, staff participated in a consortium of the 11 largest California cities to coordinate working with the State to develop a statewide 10-year plan to end chronic homelessness.

PUBLIC SAFETY (continued)

Health and Human Services, Preventive Health Bureau

An HIV Community Forum, *Mind, Body and Spirit: The Pain of HIV* was held on June 23. The forum featured Dr. Drew Kovach, Director of HIV Services, Kaiser Permanente Hawaii, who addressed the importance of proper care for individuals affected by HIV.

Health and Human Services, Environmental Health Bureau

On June 18, the first training academy for Long Beach residents interested in preventing health hazards relating to asthma, unintentional injury and lead poisoning in their homes was held. More than 30 participants completed extensive training in housing-based health hazards, including common housing problems, mold, integrated pest management, pest exclusion, unintentional injury, chemical safety, gas safety, and lead poisoning prevention. The 2005 Environmental Health Promotora Training Academy was held through funding from the U.S. Department of HUD Office of Lead and Healthy Homes.

Fire

The Fire Department responded to a total of 1,447 emergency calls for service: 115 calls for fires, of which 27 involved structures; and 729 emergency medical calls, of which 505 required paramedics.

Police

The Long Beach Police Department and Los Angeles County Sheriff's Department conducted a joint prostitution sweep in Long Beach, Compton and Bellflower, resulting in 56 prostitution-related arrests.

More than 60 community members attended a community awareness forum at Poly High School to learn more about the Megan's Law database and guidelines for appropriate community response to sexual offenders living in their neighborhoods. The attendees were advised of seven serious offenders living in the 800 block of Walnut Avenue, eight in the 800 block of Chestnut Avenue, and 11 in the 1500 block of Pine Avenue. For more information, visit the California Attorney General's Megan's Law website at www.meganslaw.ca.gov.

NEIGHBORHOODS

Parks, Recreation and Marine, Community Recreation Programs Bureau

On June 20, parks began the 10-week *Summer Fun Days* program for youth ages 5-12 years, with activities ranging from arts and crafts, indoor games, fitness, tournaments, games, contests, and field trips. Visit www.lbparks.org or call 570.3100.

The City's 26th year of annual participation in the national *Summer Food Service Program* has begun. Thirty-five park and nonprofit sites in Long Beach and Signal Hill will serve free lunch, Monday through Friday, to any child eighteen or younger. The Summer Food office hopes to serve 100,000 lunches by the time the program terminates on August 19. Visit www.lbparks.org or call 570.3100.

NEIGHBORHOODS (continued)

Parks, Recreation and Marine, Community Enrichment Programs Bureau

On June 20, the Summer Mobile Recreation Program began summer activities with four trucks and recreation staff providing sports, games, and arts and crafts activities at 16 different neighborhoods throughout Long Beach. The program will run through August 26. Visit www.lb parks.org or call 570.3100.

Library Services

The Library's Summer Reading Club *Unleash the Power* began on June 18 offered for all ages at all Long Beach libraries. Participants will read daily, enjoy library activities, attend special event performances by local artists, scientists, and musicians, and enter opportunity drawings for special incentives donated by local businesses.

The Long Beach Public Library received a donation of 2,000 manga paperback books from the publisher TOKYOPOP. Manga is both an art form and a type of graphic novel, typically rendered in black and white. The paperback books will be used as incentives for the Library's Teen Summer Reading Program, *Long Beach Teens Read: Unleash the Power*. The teen reading program is enhanced at Main, Bret Harte, Burnett, and North, and these libraries will also feature manga art workshops led by a local graphic artist.

For information on *Unleash the Power*, visit www.lbpl.org or call 570-7500.

Parks, Recreation and Marine

Community Development, Neighborhood Services Bureau

On June 19, preparation the second phase of a mural project designed to stop graffiti and beautify north Long Beach began. The project is on the north face of the tunnel that goes under the 91 Freeway at 67th and Orizaba. Art Mortimer created the mural design and will complete the painted portion of the project; Steve Elicker and Lesa Neal will complete the tile component of the project. The south face of the tunnel was completed in September 2004. This project is being supported by Community Development Block Grant and Redevelopment Agency funds.

Parks, Recreation and Marine, Maintenance Operations Bureau

Work with the Conservation Corps of Long Beach to remove weeds and debris from the bluff areas in preparation for the 4th of July holiday continues.

Sand berms were built in the peninsula area in anticipation of a peak seven-foot high tide last Wednesday. There was no damage.

Parks, Recreation and Marine, Planning and Development Bureau

Demolition of the Los Angeles River bike path connection site is underway, including asphalt under the 6th Street overpass. Soil is continuing to be brought in to make grade connections to the Los Angeles River bike path.

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NEIGHBORHOODS (continued)

Parks, Recreation and Marine, Planning and Development Bureau

In cooperation with the Army Corps of Engineers, the Department undertook a dredging operation within the navigable channel of the Los Angeles River at the mouth of Catalina Landing Basin in order to provide access for passenger and commercial boat traffic to Catalina Island during the busy summer season.

Work on Cesar E. Chavez Park amphitheater and ADA restroom rehabilitation at Bixby Knolls Park continues.

SPECIAL EVENTS

Parks, Recreation and Marine, Special Events and Filming Bureau

Original Productions, with a cast and crew of 31, are filming a TV production, *Monster Garage*, from July 1-July 31, at 205 E. Anaheim St.

The Alamitos Bay Beach Preservation Group, held Summer Concerts with an estimated attendance of 200, on June 19 at 72nd Place.

Staff is continuing coordination for the 4th of July block parties and the 2005 Sea Festival events.

OTHER ITEMS OF NOTE

Long Beach Energy

Staff completed a total of 2,957 service calls. This total included 850 Gas and Water Utility Turn Ons, and 785 Turn Offs. During this period, 989 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 333-meter maintenance and billing related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 353 emergency phone calls that resulted in 73 emergency orders being sent out.

The gas line construction project at Poppy Street between Atlantic and De Forest Avenue, and Harding Street between Atlantic and Myrtle Avenue, is scheduled for completion this week.

Installation of gas lines at Del Amo Boulevard from Long Beach Boulevard to Locust Avenue will begin shortly.

Financial Management, Commercial Services

The Business License Section has completed one full year of enforcing the requirement that real estate agents within Long Beach must have valid City of Long Beach business licenses. During the past year, 947 real estate agents have been licensed.

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
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